



**New Jersey Department of Children and Families  
Administrative Order**

<b>Administrative Order:</b>	12	Use of Social Media
<b>Effective Date:</b>	November 18, 2019	
<b>Revised Date:</b>	NA	

**Purpose:**

The purpose of this Administrative Order is to establish guidelines concerning the use of social media by any Department of Children and Families (DCF) employee, intern, volunteer, agency, or contracted personnel.

**Scope:**

This Administrative Order has Department-wide applicability.

**Policy:**

**A) Use of Social Media**

Employees shall not actively participate or engage in social network sites in their official capacity, or as representatives of the Department, unless specifically approved by the Commissioner or authorized under [CPP-IX-H-2-100](#), Use of Social Media for Official Purposes.

The use of personal social media while working is prohibited.

**B) Employee Conduct on Social Media**

Department employees may not use social media in their personal capacities in any way that negatively affects the workplace or the employee's public employment in violation of workplace or public employment standards of conduct, including but not limited to the Conflict of Interests Law, Uniform Ethics Code, or any state policies, including the State Policy Prohibiting Discrimination in the workplace. This includes

actions or statements which reflect negatively on the employee's judgment, character, integrity, or ability to fulfil their public duties in a fair and competent manner.

### **C) Discussion of Clients or Other Sensitive Information**

DCF Employees shall not disclose any confidential or proprietary information of or about DCF, its affiliates or vendors.

Employees may not use, share or disclose on social media or by other means any client information of any kind, including photographs or descriptions. This prohibition applies even if personally identifying or confidential information is redacted.

The Department has a variety of official social media pages. Department employees, interns, volunteers, agency, or contracted personnel shall not be in violation of this Administrative Order if they utilize personal social media accounts to like, share, or otherwise promote official Department social media posts, video, pictures, or other social media information.

### **D) Disclosure of Employee Personal Information**

Because the disclosure of employee personal information may compromise employee safety, Department employees are strongly encouraged to avoid disclosing information about themselves or their loved ones on social media, and to utilize all available means to limit the disclosure of any information they choose to share.

Consistent with the State Ethics Code and the DCF Supplemental Code of Ethics, Department employees, interns, volunteers, agency, or contracted personnel shall not friend, like, or otherwise connect with individuals or families engaged in Department services that would create a conflict of interest or an appearance of impropriety.

### **Key Terms (Definitions):**

- Social Media means internet-based resources that integrate user generated content and user participation. This includes but is not limit to, social networking sites (e.g. Facebook, Instagram), micro-blogging sites (e.g. Twitter, Tumblr), photo and video sharing sites (e.g. YouTube), wikis (e.g. Wikipedia), blogs, dating sites, and message boards.

**Related Information:**

- [State Ethics Code](#)
- [CP&P-IX-H-2-100](#) - Use of Social Media for Official Purposes -
- [DCF-V-A-1-100](#) - Department of Children and Families' Code of Ethics

**Administrative Order History:**

- November 18, 2019 – New Administrative Order Issuance

A handwritten signature in black ink that reads "Christine Beyer". The script is cursive and fluid.

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Christine Norbut Beyer, M.S.W.  
Commissioner